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WITH  
"LOAD-MASTER"  
ENGINE



## MORE POWER FOR LOW PRICE— MORE FEATURES AT LOW COST!

You know, of course, that Chevrolet trucks, with the famous "Load-Master" Valve-in-Head Engine, pack *more power* than any other trucks in the low-price field!

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And you also know that Chevrolet truck prices are the *lowest prices* quoted on any truck in the biggest-selling low-price group!

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They explain why Chevrolet trucks are the first choice for haulage and delivery "P.D.Q."—powerfully, dependably, quickly. They also explain why Chevrolet trucks are first in sales, again this year, in all parts of the nation.

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CHEVROLET MOTOR DIVISION, *General Motors Sales Corporation, Detroit, Mich.*

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JULY  
VOL. 61

1941  
NO. 7

# AMERICAN FRUIT GROWER

The  
NATIONAL FRUIT MAGAZINE

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## AMERICAN FRUIT GROWER

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## COVER PHOTOGRAPH

Control of Harvest  
Drop of Apples

The contrasting photographs appearing on the cover of this issue give a dramatic portrayal of the control of pre-harvest drop of apples by the use of the new hormone sprays.

The Gallia apple tree on the left was not sprayed with a hormone solution with the result that most of its fruit and foliage has dropped prematurely.

The Gallia tree shown on the right was sprayed to prevent pre-harvest drop and the illustration clearly shows the remarkable results obtained.

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# A FORTUNE AT YOUR OWN

## PROFIT OPPORTUNITIES IN ROADSIDE SELLING

By RICHARD T. MEISTER

Russell H. Conwell's famous lecture "Acres of Diamonds" which inspired Americans many years ago still teaches that a fortune may be found at your own front door. Today the idea can well be applied to the fruit grower located on or near a busy highway because he literally does have acres of diamonds at his very door—diamonds in the form of dollar and cent profits from roadside selling.

Roadside marketing has been growing more important year by year because of the increasing use of motor-cars and the improvement in roads which make it possible for city people to drive into the country and purchase fresh, high-quality fruits. Concrete evidence of this is the 18 million car increase from 1920 to 1940.

Some growers have been quick to capitalize on the relatively new opportunity of selling at their front doors. Many orchardists discovered such marketing possibilities quite by

chance. Typical case is that of Louis H. Spicer, prominent Michigan grower. Having vainly attempted to sell his apples at the Detroit City market, he displayed the fruit on his truck which was parked on the concrete highway running past his orchard. His apples were bought quickly by passing motorists and he had no difficulty selling the remainder of his crop. That experience laid the foundation for the attractive market he soon constructed.

Since that time Spicer's position, like that of all other successful roadside market operators, has been changed. No longer does he worry about selling his crop. No longer does he fret away the hours, figuring whether he should put his fruit in storage or sell immediately at harvest time. He successfully has exploited the fertile marketing field at his own front door.

For every grower who has a suc-

cessful market, there are many who have not attempted to take advantage of the stream of customers passing by their orchard. When asked why they do not have their own market, they usually point to the high building cost of typical successful markets. Little do they realize that these profitable enterprises started in a very modest fashion. One attractive market owned by Andy Cohill, Hancock, Maryland, began as a small display of fruit with the grower's son in charge. It was with some surprise that the father realized that his son's sales of fruit were gaining on his own sales made through regular channels. So he constructed a small stand and made additions as sales climbed still further. Finally a new building, both for cold storage and marketing, was constructed. From a small roadside display grew the profitable market motorists stop at today.

For the resourceful orchardist, roadside marketing holds many opportunities. "Acres of diamonds are at your own front door," said Russell Conwell and, although he said this to thousands on his lecture tours, he unwittingly was pointing a way to success for progressive fruit growers of today.



# FRONT DOOR

## 6 SUGGESTIONS FOR SUCCESSFUL SELLING

1. Sell only high-quality fruit at a fair price. The customer drives into the country to buy fresh fruit of good quality. Therefore do not sell him what he can get in the city with less effort.

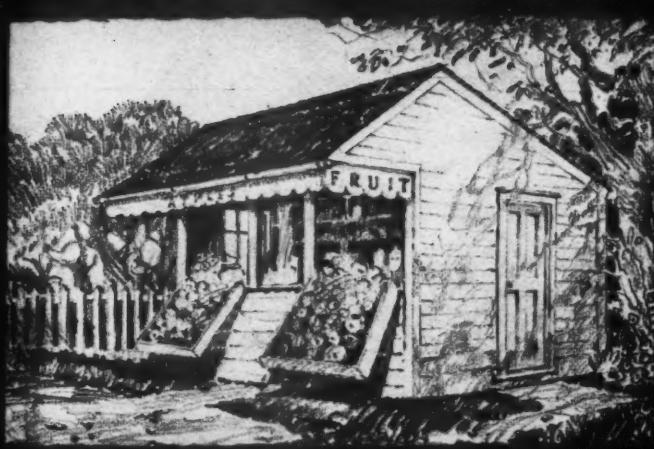
2. Advertise your market by means of signs along the roadway. Letters on the sign should be at least one foot high so that the motorist can see them from a rapidly moving automobile.

3. Ideal location for a roadside market is on a curve of the road leading to town. The consumer's attention is most likely to be caught when he slows down for the curve and, if he chooses to stop, he more easily can do so. Motorists usually stop for such purchases on the way home.

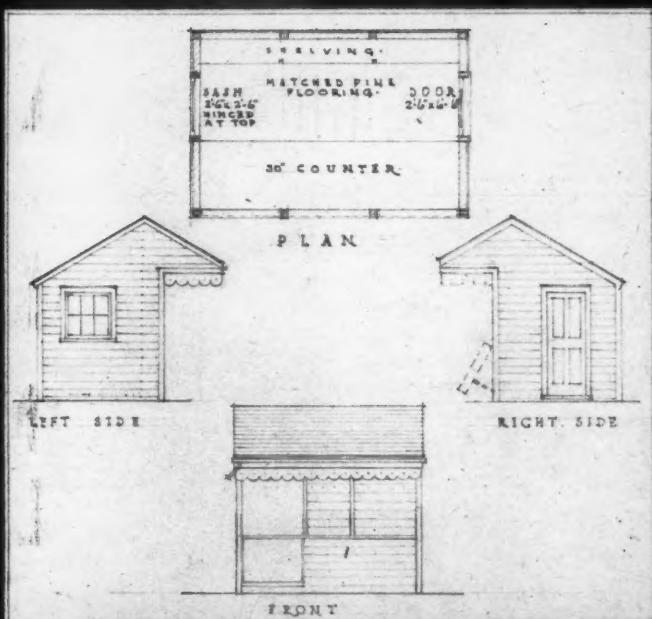
4. Keep your market clean and attractive. Customers will stop at the best looking roadside store so money spent for paint and general cleaning up is well spent.

5. "Sell with a smile," is an excellent rule. Customers like to talk with friendly market operators. Treat your customer well and he will come again to buy fruit.

6. Give samples to customers who want them. No better salesman exists than the fruit itself. Give it a chance to sell the customer.



## HERE IS A ROADSIDE STAND YOU CAN BUILD YOURSELF



Many roadside stands, today doing thousands of dollars' worth of business in fruit alone, were started in small buildings similar to the one illustrated above. Floor plans for the stand, as illustrated, call for a structure 12 feet wide and eight feet deep with a front overhang four feet wide. A grower can build such a stand himself at small expense, part of it, perhaps, from materials on hand.

The front of the stand illustrated consists of three sections. The opening in front and center is made by removing a section, giving a clear counter in the middle of the stand. The other two front sections hinge at the bottom and have props underneath so they may be used for slanting display counters.

The angle can be adjusted to meet the needs of the individual and should be determined in advance in order to make the hinged props of proper length. Or one can insert spikes in the end of the props and have several holes for insertion of these spikes to permit several angles of the display shelf. If any considerable weight is to be placed on these display racks, a prop near each end is used.

In cutting windows in the sides in front of the doors, the bottoms and tops should come even with the front openings. This permits a better view from each side. These windows hinge at the top and lift up out of the way under the roof.

This particular stand was designed at the University of New Hampshire Extension Service under the supervision of L. A. Dougherty.

# CAMERA CLOSEUPS

## AT 7th ANNUAL MEETING

### NATIONAL APPLE INSTITUTE

AMERICAN FRUIT GROWER—PHOTOGRAPHS



Above—Paul Stark (left), NAI President, and Kirk Keller, Creve Coeur, Mo., listen to Truman Nold, Apple Institute Manager, outline the day's business.



Above—Dr. J. J. Willeman (left), Philadelphia, Pa., holds a pitcher of apple juice for Monroe McCown (second from left), Lafayette, Ind.; D. B. Perrine (right), Centralia, Ill., and A. F. Vierheller, College Park, Md.

Below—Big three of apple promotion. (Left to right) Carroll Miller, Martinsburg, W. Va.; T. H. O'Neill, New York; C. E. Chase, Wenatchee, Wash.



Above—Dr. M. L. Wilson (left), Director U. S. Extension Service and Dr. Lydia Roberts, Chicago, Ill.



Above—C. B. Denman (left) Washington, D. C., and Earl R. French, New York, N.Y., about retailing.



Above—W. A. Rooker (left), Martinsburg, W. Va., and apple juice expert Dr. Roy Marshall, East Lansing, Mich.



Above—H. M. Dexter (left) and N. J. Trebil, both from the Apple Growers Assoc., Hood River, Ore.

Below—C. C. Taylor (left), Albion, Mich., and Samuel Fraser, International Apple Association.



## NATIONAL APPLE INSTITUTE NEWS

At the Seventh Annual meeting of the National Apple Institute in Columbus, June 16-18, problems of the apple industry were discussed by the nation's leaders. Here is what they concluded:

**APPLE BY-PRODUCTS**—According to Dr. J. J. Willaman of the Federal Research Laboratory at Philadelphia, production of apple juice could be doubled if demand warranted. He estimated between five and six million gallons were produced last year. The conference recommended that state experiment stations in apple states make scientific research studies for new livestock uses for apple pomace.

**CULL APPLE PROBLEM**—According to Porter R. Taylor, most states have had a chance to control culls for 10 or 15 years but have not seized the opportunity. Until they do, apple growers will not make money, he said, for growers must realize that the sale of culls is the most unprofitable sale on the farm in terms of the effect on the industry. Kirk L. Keller said the big thing to be done is to avoid misrepresentation. Cull apples must be labeled "culls," he emphasized.

**NUTRITIONAL ASPECTS**—Manager Truman Nold was directed to compile a digest of scientific data on the nutritional value of apples. The conference also recommended that experiment stations in the apple states of Michigan, New York, Virginia, Oregon, and Washington take the lead in research on the nutritional value of apples for human beings.

**CANADIAN IMPORTS**—A special committee was appointed to meet with representatives of the Canadian industry in Toronto at the International Apple Association Meeting in Toronto, August 5-8.

**SMA PURCHASES**—Purchases last year amounted to 7,400,000 bushels. They will be continued this year if necessary.

**CROP REPORTS**—Because it was believed that the present crop report is not absolutely accurate since it only reports apples in 416 commercial apple-growing counties, it was suggested that the government also tabulate the crop in the non-commercial counties.

**DRIED FRUITS**—According to Porter Taylor, the dried fruit situation, except for prunes, is healthy. Great Britain made bids before the conference began for dried apricots, dried peaches and dried apples.

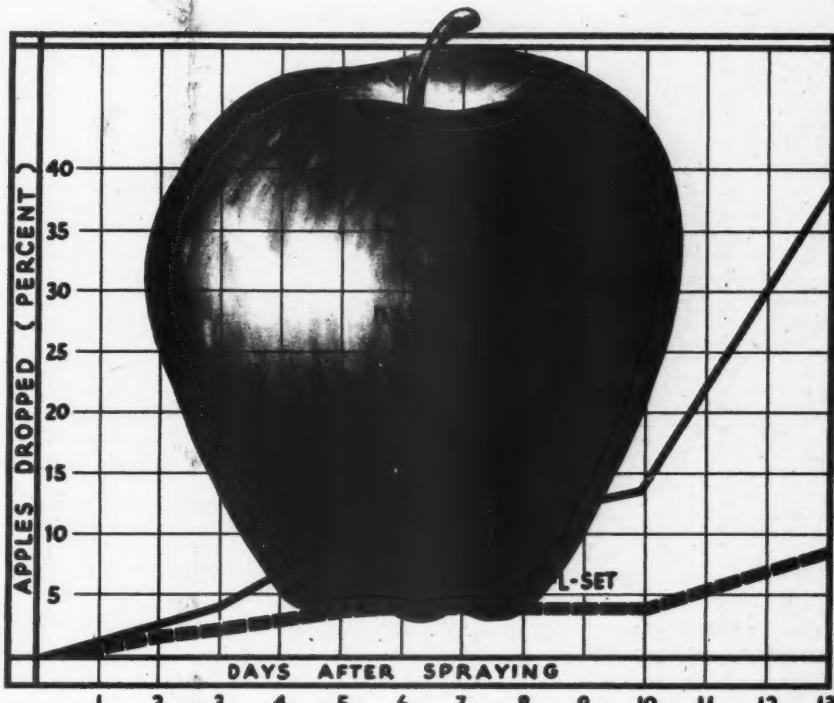
(Continued on page 15)

JULY, 1941

# HERE'S GRAPHIC PROOF

# APP-L-SET

## MAKES 'EM STAY ON THE TREES



## INCREASED HARVEST

No one knows what the harvest will bring, but we all know APP-L-SET\* will assist tremendously in reducing pre-harvest drop of apples. This graph indicates what can be expected.

At the start of pre-harvest drop of apples, apply APP-L-SET for:

Longer harvest period • Elimination of spot picking • Reduced loss



APP-L-SET  
contains Alpha  
Naphthyl  
Acetic Acid in  
combination  
with suitable  
wetting agents.

from wind • Better quality fruit.

Those few extra days of growth produce better color and size, and thus result in improved financial returns.

APP-L-SET is packed in  $\frac{1}{4}$  pound cans, the proper amount for 100 gallons of water. It mixes quickly and easily. Will not spot fruit or leave any objectionable residue.

Every package carries complete directions. Ask your dealer to supply you with APP-L-SET. For more information write The Dow Chemical Company. An interesting leaflet is available.

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Midland Michigan  
New York • St. Louis • Chicago

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# AMERICAN FRUIT GROWER READERS REPORT ON THE LABOR SITUATION

Increasing shortage of farm labor is causing concern to many growers who fear they will be unable to get help at harvest time when orchard labor requirements hit a seasonal peak. It is expected that the problem will be acute in farm areas near highly industrialized sections where defense work has drained a good share of all available labor. In other sections, far from defense-production areas, it is believed that the problem will not be overly serious this year.

Early in March Secretary of Agriculture C. R. Wickard provided for the establishment of farm labor sub-committees of State Land Use Planning Committees. The sub-committees will assist the U. S. Employment Service in determining the location of areas where labor shortages exist, and in recommending to local, State, and Federal agencies the moving of labor where it is needed. The Secretary also asked the Selective Service System to give "careful consideration to workers urgently needed for the production of foods vital to defense, so that agricultural industries producing food for defense will have an adequate supply of labor." Agriculture is among the industries in which occupational deferment can be granted. However, deferment decisions rest with local selective service draft boards.

The Federal-State co-operative system of employment officers, which can aid the grower in obtaining help, contains approximately 4500 offices whose facilities are available to both workers and employers. AMERICAN FRUIT GROWER will be glad to send growers the address of the nearest employment office. All WPA workers are required to register with these local employment offices. If growers make requests for workers at local employment offices and available workers are on WPA rolls, it is the duty of the employment offices to certify such workers for farm jobs in cases where no other workers are available. Where it is evident that a distinct shortage exists, the WPA will reduce its activities even to the extent of closing its offices in such areas.

Here are the labor conditions, state by state, as reported by American Fruit Grower readers.

—EDITORS

## MICHIGAN MUST USE WOMEN

"In this area we are directly under the eaves of the factories that are paying the highest wage scale in the United States and hiring all available and desirable labor at a wage scale with which we cannot compete.

"In our own case, we have pruned our trees a bit more to the open type and headed back a little more than usual. We also have removed some of the trees of the less desirable varieties.

"I believe we shall have to depend largely on women to supplement the permanent crew so we, therefore, are planning to make picking as easy as possible. We are using high school boys to carry out this rather heavy thinning program."—MICHIGAN.

## WPA IN WEST VIRGINIA

"Regulations require that WPA workers shall be turned over to private jobs on request when these jobs: (1) pay wages not less than the prevailing wage for such work in the community; (2) employee is capable of performing such work; (3) such work is not in conflict with established union relationship; (4) such employment provides reasonable working conditions. Use of WPA workers constitutes one source of labor."—WEST VIRGINIA.

## CAMPS AND STUDENTS

"We have two transient labor camps in the Valley that hold 200

transients; at the present time one camp has 30 and the other 14. The employment office has had calls for from 200 to 300 workers.

"For the most part our labor problems have been met fairly well by securing high school students."—WASHINGTON.

## WOMEN TO HELP IN OHIO

"Growers are making use of labor-saving machinery and will use some women in harvesting and handling crops."—OHIO.

## MARYLAND 30 PER CENT SHORT

"Estimated that on June 1 the demand for farm labor was 30 per cent above the supply . . . it is believed that occupational deferment will be given to necessary farm workers, whose cases merit such action, until after the crops are harvested."—MARYLAND.

## CONNECTICUT DRAFT DEFERMENT

"The various draft boards are giving consideration to deferring boys on the farm where their experience has made them necessary. . . . During the growing season this summer there will be many high school boys employed. They may be allowed to continue through the harvest before returning to their classes."—CONNECTICUT.

## MAY USE WOMEN AND BOYS

"Our fruit growers are using more power equipment, concentrating their

efforts on spraying and letting other jobs go. The principle worry is the harvest season. Probably some effort will be made to secure women and high school boys.

"Farm wages are nearly double what they were a year or two ago."—RHODE ISLAND.

## INDIANA FEARS SHORTAGE

"Scattered reports from Indiana growers indicate that the orchard labor situation is not acute during the present growing season but some difficulty is anticipated at harvest time."—INDIANA.

## ARKANSAS LABOR CAMP

"The Federal Government is locating a transient labor camp of some size near Springdale, the heart of the grape and apple belt."—ARKANSAS.

## REDUCING BERRY ACREAGE

"The tendency among berry growers has been to reduce acreage and thereby employ less labor. Berry plantings operated on a part time basis are being abandoned as owners find more permanent full-time employment elsewhere."—MINNESOTA.

## NOT SERIOUS IN MISSOURI

"I do not believe the labor situation here has been affected as seriously as some other areas where more defense work is in progress and where

(Continued on page 10)

JULY, 1941

# APS

A PAGE CONDUCTED IN THE  
INTERESTS OF THE AMERICAN  
POMOLOGICAL SOCIETY

## TWELVE VALUES OF THE APPLE

There are 12 good reasons why soldiers and sailors should have plenty of apples in their diet, pointed out Dr. Ira S. Manville, clinical associate professor of medicine and director of Nutritional Research Laboratory, University of Oregon. They are:

1. Apples contain 110 international units of vitamin A per 100 grams of edible substance. An average apple would provide 220 units of vitamin A a day or, if two were eaten, 440 units; 4,000 units are recommended for an adult's daily consumption. Thus this fruit alone will supply one-ninth of the needs for this vitamin. This vitamin must be supplied in modern warfare to prevent night-blindness.
2. Apples contain 120 I. U. of vitamin C or 240 per one good-sized apple. It is recommended that the adult have 1,000 units of this vitamin daily. Thus two apples per day will supply half the requirements of this vitamin. Scurvy is always a menace among large groups being fed on a ration basis. Vitamin C is important in overcoming toxins.
3. Apples will contribute to the vitamin B and G intake.
4. Apples contribute to the alkaline reserve thus helping to keep the urine, perspiration and saliva from becoming too acid.
5. Apples have an acid, tart flavor and reaction, thus stimulating the flow of an alkaline saliva which promotes better oral hygiene and the digestion of foods containing proteins and fats.
6. The firmness of apple flesh provides necessary resistance in chewing which is of value in keeping the teeth and gums in good condition.
7. The apple provides a supplemental source of calcium, phosphorus, iron and copper. The iron and copper alone are sufficient to prevent anemia from developing in rats being fed an anemia producing diet.
8. The acid reaction of the apple and its content of malic acid provides a means for correcting improper calcium-phosphorus ratio and thus promoting better calcium utilization.

JULY, 1941

9. A large apple will provide 120 calories. On the retail market, one cent will buy 648 calories from cornmeal; 227 from oatmeal and 154 from apples. Eggs provide 124 calories for one cent and bread 118. Thus apples rank high in calories per one cent of cost.

10. Apples are good sources of pectin and hemicellulose, colloidal substances which, because of their ability to take up and hold water, maintain normal intestinal activity. Strangely enough this interesting ability means that both constipation and diarrhea can be corrected by apples.

11. Apples because of chemical values of their contained uronic acid and the physical values of the colloidal substances, exert a very pronounced effect in overcoming diarrheas and dysenteries of many origins. In army and navy experience this should be a very valuable function to be considered.

12. Apple sauce dressing for ulcerations of various types is proving to be an excellent mode of treatment for these disorders.

**NEW PUBLIC HEALTH BULLETIN**—Public Health Bulletin No. 267, "A study of the effect of lead arsenate on orchardists and consumers of sprayed fruit," has been published recently by the United States Public Health Service.

The investigation of this vital subject extended over a period of three years. As a result of these investigations fruit growers, dealers and government officials now have concrete evidence that the public health is in no way endangered through the use of sprayed fruits. Minimal tolerances as a result of this research were established by the Government last year at .025 and .05 grains per pound of fruit for arsenic and lead respectively.

**ANNUAL REPORT**—The report of the annual American Pomological Society convention is finished and in the mails.

*A. L. Lantz*  
SECRETARY

AMERICAN FRUIT GROWER



## When you spray with **SHELL** TIME-TESTED **SPRAY OILS**

• Shell Summer Spray Oils knock out Codling Moth eggs and larvae.

They also are effective in reducing the population of Red Mite and Spider, Leaf Hoppers, Scales and numerous other pests. They improve coverage, resist weathering, are readily mixed in the spray tank, economical to use, and are compatible with many other spray materials.

**Result—more of your crop goes to market in prime condition.**

• • •  
Consult Shell's Entomologists for the oil best suited to your needs. If your insecticide dealer cannot supply you with Shell Spray Oils, contact the nearest Shell bulk depot—any Shell Service Station man can tell you where it is.



**SHELL OIL COMPANY**  
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50 West 50th St., New York, N.Y.  
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# Here's How

the pre-harvest drop spray

## Saves You Money!



1. It reduces picking cost—fewer apples are knocked off by pickers.
2. Reduces loss from wind falls—the apples hang on the trees tighter.
3. Because apples stay on the trees until maturity, they have better size and color—they bring better prices.
4. Helps to solve your labor problem—by spreading out your picking schedule, smaller crews can do the work.
5. Reduces possible loss from storage scald—tree ripened fruit doesn't scald.
6. Fewer drops mean more profit per tree.
7. It's tested and proven in two seasons' field use.

### NEW REDUCED PRICES

As increased volume reduces our costs, we pass the saving on to you. FRUITONE now costs you 1 1/2c or less per gallon depending on the variety of tree.

Write today for descriptive booklet. Address Department 92.

AMERICAN CHEMICAL PAINT CO.

Ambler, Penna.

Distributed by California Spray-Chemical Corp., Richmond, California; Yakima, Washington; Whittier, California, and Elizabeth, New Jersey.

### LABOR SITUATION

(Continued from page 8)

the orchard communities are more concentrated than they are in this State."—MISSOURI.

### ORCHARDISTS SUFFER MOST

"Orchardists suffer more than the average farmer through this labor shortage because they normally depend on better than average labor."—TENNESSEE.

### MAY DRAFT LABOR IN NEW YORK

"Already Commissioner Noyes of the Department of Agriculture and Markets has made a statement that it may become necessary to draft labor for the farm."—NEW YORK.

### RELEASE WPA WORKERS

"The State Land-Use Planning Committee is in favor of abolishing WPA in Delaware so workers can be made available to farmers."—DELAWARE.

### HIGH SCHOOL BOYS TO PICK

"The State Department of Education already has promised assistance wherever possible in permitting the release of high school students to assist the apple men.

"Use of CCC boys also is being considered."—NEW HAMPSHIRE.

### CALIFORNIA LABOR SHORT

"Yes, labor is scarce . . . in March we were able to secure regular Mexican pickers and packers but extra help was hard to find."—CALIFORNIA.

### TEXAS SHORTAGE NOT GRAVE

"In our section, which is a small fruit belt, most growers raise berries. So far we have had very little difficulty in securing labor because most of the large growers employ Mexican hands.

"Some give the Mexicans a share-crop interest which is a satisfactory method as all cultivation and harvesting of the crops is done by the share cropper."—TEXAS.

### CANADA ORGANIZES WOMEN

"In Ontario women are being organized to do farm labor by the Farm Service Force in conjunction with the Ontario Department of Labor.

"They are needed for three kinds of work: (1) on fruit and vegetable farms; (2) in fruit pickers' camps—as camp mothers, cooks and assistants; (3) in canneries and packing houses.

"The majority of women workers are needed between June 10 and September 30. They work from 9 to ten hours a day and are paid by piece rates."—ONTARIO.

# STATE NEWS

MISSOURI—The Missouri Senate passed the Missouri apple tax and grading bill on June 18 which provides for a penny assessment on every bushel of apples except for 300 bushels which are exempt. The bill now must be signed by the Governor.

It is designed to raise funds to enforce the present grading law and to advertise and promote apples.

CONNECTICUT—Connecticut members of the New York and New England Apple Institute held a meeting on June 21 at the Lyman Orchards, Middlefield. List of speakers included John Chandler, president; Thomas O'Neill, manager; and Walter E. Piper of the Massachusetts Department of Agriculture. John Lyman and the Connecticut Pomological Society arranged a hamburger roast for the occasion.—H. A. ROLLINS, Extension Fruit Specialist, Storrs.

MARYLAND—Considerable interest is being shown in a new sprayer on an eastern shore orchard. The machine consists of a large steel cylinder, hauled horizontally as a trailer back of a tractor. The cylinder houses the spray tank, motor, large air propeller, and a system of nozzles. The liquid is fed to the nozzles at 40 pounds of pressure and is blown into the trees with great force by the propeller which makes a driving mist. An operator located in the cylinder controls the amount of spray and the speed of the propeller.—A. F. VIER-HELLER, Sec'y, College Park.

SOUTH DAKOTA—The State Horticultural Society will hold its 58th Annual Meeting at Yankton on August 25-26. George W. Gurney, President of the House of Gurney of Yankton, is in charge of local arrangements.—W. A. SIMMONS, Sec'y, Sioux Falls.

NORTH DAKOTA—Apricots in the State, which have proved so hardy in the past, had only a few scattered blossoms this season. Apparently the storm of November 11, 1940, which damaged many fruit trees farther south, injured the buds.—HARRY A. GRAVES, Sec'y, Fargo.

INDIANA—The summer meeting of the Indiana Horticultural Society will be held on August 1 at Canyon Inn which is on State Route 46, south of Spencer.

Instead of the usual tour, a program of discussion is planned for the day. The new labeling and grade law, the use of the Seal of Quality in 1941, advertising, sales, new markets and packages are among the topics to be discussed.

The Indiana Berry Growers' Association will hold its annual meeting at Paoli on August 5. The program, starting at 9:30 a.m., will cover discussions on the use of irrigation to combat drought, the control of small fruit insects and diseases, and factors affecting strawberry prices.

Last month Indiana fruit growers met at Purdue Farm, near Bedford. The purchase program of fresh fruits and vegetables to supply Army needs was explained in detail by A. T. Hart, Marketing Specialist of the office of Production Management in Chicago.

At the same meeting State Senator H. V. Johnson announced the appointment of Frank Goss, Martinsville, as inspector in charge of enforcement of the apple, peach and strawberry labeling and grade law which was passed JULY, 1941.

## MARGINAL TREE REMOVAL PROGRAM FOR 1942

At the National AAA conference in Washington the Marginal Tree Removal Program for 1942 was enlarged to include all fruit and nut trees. The 1941 program provided only for the removal of apple trees. An extra payment of 75 cents was added for trees over 20 inches in diameter. Formerly 50 cents was the top price.

The Marginal Tree Removal Plan is defined as:

In counties, designated by the State Committee, and approved by the regional director, and with the prior approval of the county committee, payment shall be made for the removal of diseased or uneconomic fruit and nut trees, the major portion of whose fruit is of inferior quality. Payment will be made only for the removal of live permanent trees and not for the removal of filler or semi-permanent trees. No payment shall be made for trees less than five inches in diameter. Not more than \$15 an acre may be earned under this practice.

Rates of payment are: trees 5-12 inches in diameter, 30 cents per tree; trees over 12 inches but not over 20 inches, 50 cents per tree; trees over 20 inches, 75 cents per tree.

Of interest also to fruit growers is practice 47 which provides for a payment of \$1.50 per acre to growers who, upon prior approval of the county committee, plant fruit and nut trees and strawberries on the contour where, because of slope, it is necessary to prevent erosion.

Growers interested in participating in these programs should contact their county AAA chairman.

recently by legislature. Mr. Goss assumes his duties July 1. Also on that date the office of the Commissioner of Agriculture will release a bulletin, containing the official Indiana-United States grades and regulations.—MONROE McCOWN, Sec'y, Lafayette.

NEW JERSEY—If growers of the Northeast section would decide on the use of a standard size box for packing apples, a free movement of packages in interstate business could be accomplished. Fruit growers in parts of Pennsylvania and New York states prefer the 17" long box while in most cases growers in New Jersey use the shorter or 16" box. The Department of Weights and Measures permits the two sets of dimensions in New Jersey at the present time.

The same Department legalized the use of the bushel and one-eighth package and forbids the sale of bushel and one-fifth boxes or crates in New Jersey after June 30, 1941.

FLORIDA—The growing and shipping of limes now is being regulated in a manner similar to that of the orange, grapefruit and tangerine industries as a result of the passing of two lime bills by the Florida Citrus Commission and the State Department of Agriculture.

The laws regulate the maturity and juice content of fruit which is packed for interstate shipment and provide for an assessment

AMERICAN FRUIT GROWER

ment of four cents on each standard packed box of one and three-fifths bushels. Persian and Tahiti varieties are the only kinds specified for this legislation.

Formerly, individuals were allowed to pack all qualities of limes in any type of container but the new law provides for inspection of all limes shipped or sold.

The four cent inspection tax will be used for advertising and promoting the lime industry. These laws have been effective since May 29.

New members of the Florida Citrus Commission are: Judge Wilbur L. Tilden, Orlando; C. Waltox Rex, Orlando; R. M. Clewis, Sr., Tampa; Jeff Flake, Wauchula; A. S. Herring, Sr., Leesburg; G. R. Brock, Cocoa; Charles A. Stewart, Lakeland; Fred W. Davis, Lake Wales; Thomas B. Swann, Winter Haven; John M. Knight, Vero Beach; and E. H. Williams, Crescent City.

All members will serve one-year terms with the exception of Messrs. Swann, Knight, Williams, Clewis, and Davis who were appointed to serve for two years.

The new expiration date for terms of office is June 1.

NEW YORK—The newly-formed Apple Blossom League of America has as its chief purpose the selection of a National Apple Blossom Queen. Other purposes include making the apple blossom the national flower, publicizing the apple blossom and apple blossom festivals, forming a co-ordinating link between various festivals, and honoring the apple as King of Fruits.

President of the Blossom League is L. B. Skeffington, agricultural editor of Gannett newspapers, Rochester. Vice-presidents are: T. H. O'Neill, manager of the New York and New England Apple Institute, New York City; Harry F. Byrd, Jr., Winchester, Va.; and Major Clifford Chase, manager of the Washington State Apple Commission, Wenatchee, Wash. Truman Nold of the National Apple Institute, Columbus, O., is manager.

The New York State Horticultural Society, the New York State College of Agriculture and the farm bureaus in fruit growing counties of the state are sponsoring a motor tour through the Appalachian area during the week of August 18-23.

The program includes visits to large orchards, by-product plants, experiment stations, and other enterprises of the fruit industry in the states of Pennsylvania, Maryland, West Virginia, Virginia, and Delaware.

ILLINOIS—Shipments of Elberta peaches, moving from southern points of Illinois to various eastern markets, will be affected directly by the reduced peach rail rates which will go into effect on July 15.

The reduction amounts to about 10 percent. Among points enjoying the new rates are Anna, Cobden, Centralia, Flora, Irvington, Karnak, Kell, Kinmundy, and Metropolis. Among the eastern markets are Akron, Cincinnati, Cleveland, Columbus, Dayton, and Bellefontaine, O.; Buffalo, N. Y., Charleston, W. Va., Detroit and Grand Rapids, Mich., Erie, Pa., and Fort Wayne, Ind.

CALIFORNIA—A bill, requiring that all citrus fruits offered for sale in the State be packed in lidded standard containers, was turned down by the Senate on June 9.

(Continued on page 12)

PAGE 11

Stick to  
the Winner

FOR APPLES  
THAT STICK  
TO THE TREE



# PARMONE

REG. U. S. PAT. OFF.

## THE LIQUID HORMONE SPRAY

"PARMONE" has successfully completed a full season of large scale commercial use. It is the same effective spray this year that showed such remarkable results during 1940.

*"Parmone" offers growers many advantages:*

- "Parmone" is easy to measure and mix. It gives a uniform finished spray.
- "Parmone" by delaying drop allows fruit to develop better color, size and quality.
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FLUXIT Spreader  
PARAPONT Para-dichlorobenzene  
Zinc Sulfate  
BLACK LEAF "40"  
FLUXIT Spreader  
PARAPONT Para-dichlorobenzene  
Zinc Sulfate  
BLACK LEAF "40"  
Cryolite precipitated

## STATE NEWS

(Continued from page 11)

Senator Frank Mixter said that he would ask the Senate to reconsider its action.

UTAH—A movement is in progress to place the Utah County raspberry production under the new state marketing act which was sponsored by the Utah State Horticultural Society and passed by the recent legislative session.

Under provisions of this act the raspberry growers will control the volume of fruit sold, the grade of fruit and period during which fruit may be sold to handlers. They also will be permitted to establish a uniform price for their production.

Two-thirds of the raspberry producers in Utah County, producing more than 50 per cent of the total volume of commercial production, must approve if the marketing act is to be adopted.—A. STARK, Sec'y, Logan.

IOWA—The Patriarch of the Delicious Apple Tree family is dead. It originated as a sprout from the stump of a tree which was planted at Winterset in 1872.

The tree was described by nurserymen as a mutation—an offspring that develops totally different traits from the parent—because it produced a large, red apple which was totally different from apples of the parent tree. This was the first Delicious apple.

Although the gnarled, old tree produced a heavy crop in 1940, the sudden freeze all over the state last Armistice day has concluded its sixty-nine years of life.—T. B. SHORT, Fairfield.

TENNESSEE—The Third Annual Summer Tour of the Tennessee State Horticultural Society will be July 15-16. The tour starts at 9:00 a.m. from Mayfield, Ky. Visits to orchards, strawberry fields, packing houses as well as meetings with groups of local growers are scheduled in the vicinities of Paducah, Henderson and Princeton, Ky.—A. N. PRATT, State Horticulturist, Nashville.

RHODE ISLAND—New officers announced for the Rhode Island Fruit Growers' Association are: David Reid, Mechanicut Park, president; John Barden, Centerdale, vice-president; and E. P. Christopher, Kingston, secretary-treasurer. Executive committee consists of Harris Brown, Cumberland; Enoch Sterne, Chepachet; and J. M. D. Suesman, Mechanicut Park.

A demonstration of spray equipment was featured at a twilight meeting at the orchards of T. K. Winsor in Greenville on the night of June 18.

Last month at the orchards of Edwin Knight, Greenville, a demonstration was given of the control of woodchucks in orchards by means of gas bombs put out by the United States Biological Survey. Woodchucks have been girdling the young tree trunks by sharpening their claws on them.—E. P. CHRISTOPHER, Sec'y, Kingston.

WEST VIRGINIA—A new \$75,000 cold storage, in which space will be proportioned to fruit growers in proportion to the amount of stock which they own, will be constructed immediately near Romney. All fruit growers in this region may buy stock in the structure which will hold approximately 150,000 bushels.

Plans for the storage are a result of an organized promotion among various fruit growers who need a cold storage for their fruit. Co-operating with them are Roger H. Copeland, rural rehabilitant supervisor of the Farm Security Administration, and D. I. Law, county agent.

A temporary organization among the growers was formed with E. A. Leatherman, president; J. Howard Rannels, vice-president; L. V. Thompson, secretary; and A. Tom Machemer, treasurer.

The storage will be located north of Romney on the C. H. Parsons farm which is along the B. and O. railroad tracks. A. R. Warner and Son, Waynesboro, Pa., will construct it.

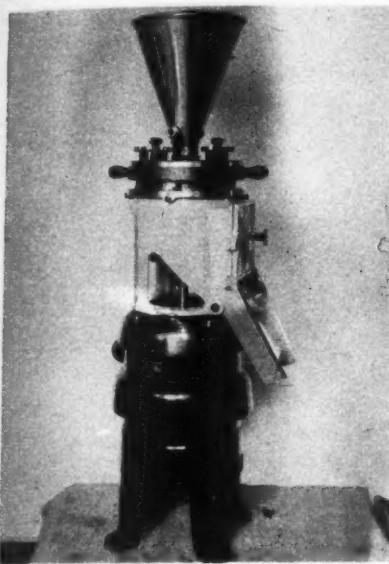
JULY, 1941

# NEW

By HANDY ANDY

## COLLOID MILL •

When making fruit juice many vitamins and minerals from the pulp, rind, fiber, and seeds of fruits can be extracted with a six-inch Premier Colloid Products, Inc., colloid mill. The colloid mill process, which has been tested by the New York State



Agricultural Experiment Station, not only gives additional nutritional qualities to the juice but also strengthens flavors. As a result greater dilutions may be used in the preparation of drinks.

The mill may be used on vegetables as well as fruits. Those portions of the vegetable which usually are discarded are run through the mill. This grinding and dispersing of cores, skins, fibers, and other parts make concentrated food values which are not obtained by usual processes.

## 2-WAY LADDER •

A ladder with a novel joint action so it can be used as either a step ladder or a straight ladder has been developed by Heider Manufacturing Company. It is very rigid, comes in five sizes, and fruit growers intent on the approaching harvest will find it an ideal ladder for spraying, pruning or picking fruit. It also makes a fine general purpose ladder.

## PLANNING A FARM HOME •

Every detail to be considered in the building of a farm home from the foundation to the roof is covered in the 124-page book, "Planning Your Farm Home," published by the U. S. Gypsum Company.

All types of houses for all sections of the country are included as well as plans and advice for remodeling old houses. Interior decorating schemes are suggested. Water systems, heating, insulation, landscaping, and other essentials in the building and furnishing of a model farm house are described and illustrated in this book which is available for 10 cents.

JULY, 1941

- COLLOID MILL
- 2-WAY LADDER
- WEATHERPROOFED RUBBER

## BOOKLETS •

What it means to be recognized as the leader of a 4-H Club is explained in the new booklet "Guide Posts for Local 4-H Leaders" which was compiled by T. A. Erickson, 28 years Minnesota state leader. The booklet was compiled with information from other state leaders and is published by General Mills, Inc.

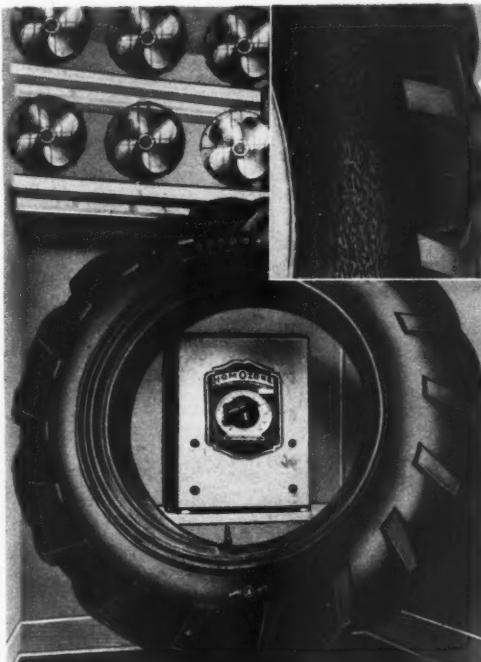
How to produce successful crops, the kind every farmer likes to grow, is described in the booklet "Nitrogen Abundance" which is available from the Barrett Company.

Newest in tractors, graders, terracers, engines, and electric sets is presented in "The Caterpillar Condensed Catalog for 1941." Photographs show mechanical details and descriptions give the reader a picture of this Caterpillar equipment.

Forty-eight states and the District of Columbia have regulations on the use of Benzoate of Soda when used as a preservative in food products. A compilation of these various state laws has been issued recently by the Seydel Chemical Company.

## WEATHERPROOFED RUBBER •

Weatherproofed rubber is the name given to a new compound recently developed by technical experts of Firestone Tire and Rubber Company. With the new rubber weather check of tires can be prevented. Farmers long have been faced with the problem of weather checking or cracking, which result from long exposures to the sun, heavy charges of ozone in the atmos-



phere and long periods of idleness. The new compound is resistant to these conditions. Firestone has made all farm tires for the past few months from this material.

It will have many other applications, especially, where present rubber compounds are unable to resist the disintegrating effects of ozone, such as in airplane tires at high altitudes where the percentage of ozone content is greater.

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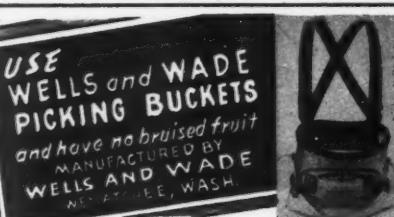


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PAGE 18

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DAVIS CHICKS FOR IMMEDIATE DELIVERY. Barred, White, Buff Rocks, Reds, White Wyandottes, Buff Orpingtons \$6.45-100; Pullets \$7.95; Big English White and Brown Leghorns \$6.45-100; Pullets \$12.45. New Hampshire, Columbian, Silver Laced Wyandottes \$7.95-100; Pullets \$9.95. White, Buff, Black Minorcas \$6.75-100; Pullets \$12.95. White Giants, Brahma \$8.95-100. Heavy Cockerels \$6.45-100; Light Cockerels \$2.50; Heavy Mixed \$5.75. DAVIS POULTRY FARM, Route 3, Ramsey, Indiana.

HINKLE STRAIN BLENDED CHICKS FOR IMMEDIATE shipment. Barred, White, Buff Rocks, Reds, White Wyandottes, Buff Orpingtons \$6.45-100; Pullets \$7.95; Cockerels \$6.45; White and Buff Minorcas \$6.95-100; Pullets \$13.50; Cockerels \$3.50. English White and Brown Leghorns \$6.45-100; Pullets \$11.75; Cockerels \$2.50; Giants, Brahma \$7.95; Heavy Mixed \$5.75; Light Mixed \$4.50. Hinkle pays the postage, will ship COD. Catalog Free. HINKLE'S GREENSBURG HATCHERY, Box 56, Greensburg, Indiana.

DEPENDABLE CHICKS, \$8.95 PER HUNDRED UP. Twenty breeds. Oldest Illinois-U.S. Approved Hatchery, known for fair dealing. CHESTNUT HATCHERY, Box 25, Chestnut, Illinois.

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BETTER COLOR  
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DELICIOUS, IMPROVED BLUEBERRIES. GOVERNMENT Hybrids, large as grapes. Two-year plants, 2 for \$1.00, 5 for \$2.00; bearing three-year, \$1.00, 3 for \$2.00. All prepaid. GEO. C. MORSE, Williamson, New York.

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TREMONTI APPLE ORCHARD, WINCHESTER, VIRGINIA 185 acres, 2800 apple trees with present crop, several varieties; sprayer; delivery truck; two dwellings; barns; packing houses; sorting machinery; other small buildings. Good condition. Reasonable. For information, address G. H. GUDEBROD, agent, Huntington, L. I., New York.

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The joint in this is a double duty ladder.

New kind of ladder for spraying, pruning or picking fruit. Also furnished with STRAIGHT LEG and STRAIGHT TOP. ALL steps and rungs RODDED with  $\frac{1}{4}$ " rod. Very rigid. Made in five sizes. Makes an ideal FRUIT or general purpose ladder. HEIDER famous for Straight, Extension and Step Ladders, Extension Planks, Ladder Jacks, etc. Ask your dealer or write us.

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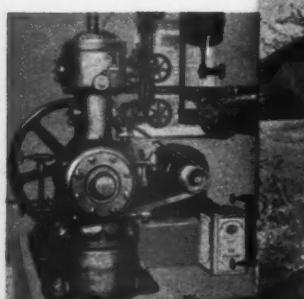
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YORK 5x5 COMPRESSOR UNIT WITH MOTOR, valves, coils, everything complete. Run less than 200 days. A-1 shape. A good buy. **LUTHER CREAMY**, Catawissa, Pennsylvania.

SMALL COMMERCIAL APPLE ORCHARD, 300 TREES, good bearing age. Write for particulars and terms. W. SNODGRASS, Hull, Illinois.

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PLANTS (MILLIONS) CABBAGE—COPENHAGEN, Fish Dutch Dutch. Prepaid 200, 50 cents. 500—\$1.00; 1000—\$1.65. Celery 150-60 cents, 1000—\$1.60; 1000-32-40; CAULIFLOWER AND ASTER 100-60 cents. W. J. MYERS, Massillon, Ohio.

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LATEST WALNUT CRACKERS, DIRECT FROM MANUFACTURER. Also 40-acre nut farm. **BENN THOMPSON**, Harrisonburg, Virginia.

JULY, 1941

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Use NIAGARA-STIK  
The Anti-Drop Apple Spray**

• Yes! You can prevent premature apple drop by judicious use of Niagara-Stik . . . the new Niagara hormone anti-drop apple spray. Niagara-Stik prevents chemical changes in the cell walls of fruit stems, thus stopping abscission. The result . . . apples stay on the tree until ready for harvest, permitting greater yield of choice fruit, thus increasing prices and profits. And best of all, Niagara-Stik is economical to use . . . less than 2c per bushel harvested.



Get the facts about  
Niagara-Stik, today.  
Find out why it is  
economical to  
keep fruit on  
trees. Write:

Niagara Sprayer and Chemical Co., Inc.  
MIDDLEPORT, N. Y.

**N.A.I. NEWS**

(Continued from page 7)

**HOME CANNING**—C. B. Denman of the National Association of Food Chains said he expected a record-breaking demand for fruits for home canning. This will be helped along, he stated, by low price of sugar and government urging to conserve tin and fill empty glass fruit jars.

**SPRAY RESIDUE**—Dr. W. A. Ruth of University of Illinois said, that in spray residue experiments, it recently was revealed that the retention of lead by human beings is less when apples are eaten than when they are not eaten. This has far-reaching implications and shows that much of the research on spray residues must be repeated.

**ARMY-NAVY PURCHASES**—Growers must sell their fruit to the purchaser at the camp, which means personal visits to the camp. The visit should be made to the camp 60 days in advance of harvest so that the quartermaster can advertise for bids. Apples must be packed in 1/4 inch sizes and, in some cases, it is necessary to specify the count. The Navy Department says apples keep better in the holds of ships than any other fruit and regards favorably the purchase of apples.

**PACKING AND TRANSPORTATION**—Growers are worried over increasing costs and an impending shortage of truckers this fall. The conference asked that a survey of package prices be made and the report given to Leon Henderson, federal price arbitrator, if they are found to be out of line.

**FRUIT CROP OUTLOOK  
FROM U.S.D.A. REPORTS**

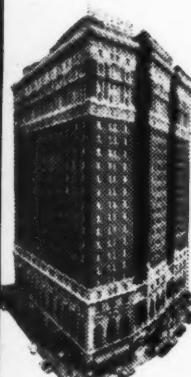
The condition of apples on June 1 in commercial areas was 65 per cent, four per cent lower than the 69 per cent average last year. The largest peach crop since 1931 is anticipated for the 1941 season. Louisiana, Oklahoma and Texas are expecting large crops. The maturity of peaches in Georgia was delayed by a dry spring which also caused excessive dropping. Estimated pear production for the season is smaller than last year, although the production of Bartlett pears in California is expected to be larger. In New York, Pennsylvania and Ohio, frosts and freezing have damaged grape buds but the grape crop on the West Coast is expected to surpass last year's crop. The anticipated cherry production will be lower than last year with the sour cherry crop noticeably less. However, sweet cherry production in California will be exceptionally large.

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# THE ANSWER

## To Your PICKING PROBLEM



**SHERWIN-WILLIAMS**

**STOP-  
DROP**

### **HOLD THE APPLES ON THE TREES—**

**EXTEND THE PICKING SEASON AND SOLVE THE SHORTAGE OF  
PICKERS — *GET BETTER COLOR, BIGGER SIZE***

Anticipating a shortage of pickers in every apple growing belt of the country you should take advantage of the fact that Sherwin-Williams STOP-DROP, the thoroughly tested naphthalene acetic acid hormone spray for the prevention of pre-harvest drop, can be used to hold certain varieties of apples on the trees that tend to drop prematurely including Wealthy, Jonathan, Golden Delicious, Red Delicious and McIntosh.

By using STOP-DROP according to directions you can

hold the apples on the trees for a long enough time to permit you to pick them conveniently.

STOP-DROP is a standardized synthetic plant hormone spray in liquid form that in our experience will give you maximum saturation of apple stems which is essential in preventing the formation of the abscission layer which causes premature dropping.

For better coverage and consequently better results use S-W STOP-DROP in liquid form.

**Send for Folder of Photographic Proof that  
S-W STOP-DROP Actually Does STOP DROP.**

*Write at once for your copy of folder illustrated with actual photographs showing results with S-W STOP-DROP and personal testimonials from growers; include the name and address of the insecticide dealer from whom you buy your spray materials.*

**THE SHERWIN-WILLIAMS Co.**

101 Prospect Ave.

Insecticide Department

Cleveland, Ohio